IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1.   (currently amended) A method for managing a virtual~~an imaginary~~ store on a network, comprising:

displaying the imaginary store in response to client's request over the network,

setting a chat channel between a salesperson and the client in response to selection of a product ~~object~~ by the client in said virtual~~imaginary~~ store, and displaying character data in a chat that they have, and

selecting an attribute ~~object~~ of a corresponding product on the basis of a key word extracted at a real time from character information of said chat currently underway, and emphasizing~~reflecting~~ the attribute ~~object~~ on an image of said product ~~object~~.

2.   (currently amended) The method according to claim 1, wherein in said setting, when the client selects the salesperson in the virtual~~imaginary~~ store, the chat channel between the selected salesperson and the client is set, and when the client selects the product, the chat channel between a salesperson in charge and the client is set.

3.   (currently amended) The method according to claim 1, wherein said selecting comprises displaying plural attributes that can be selected ~~from~~for said product ~~attribute object~~ and emphasizing~~reflecting~~ an attribute selected from said plural attributes on ~~an~~the image of said product ~~object~~.

4.   (currently amended) The method according to claim 2̶3, wherein said selecting comprises displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected for~~from~~ said product ~~attribute object~~ and emphasizing~~reflecting~~ a specific attribute selected from said plural attributes on an image of said product ~~object~~.

5. (previously presented) The method according to claim 1, which further comprises recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

6. (previously presented) The method according to claim 5, wherein said recording comprises extracting a key word from the recorded chat log and dispatching an advertisement corresponding to the extracted key word to a client.

7. (previously presented) The method according to claim 5, wherein in said recording, the key word is searched from the content of the client's chat and an advertisement list wherein product data corresponding to the key word and client data are combined is prepared.

8. (currently amended) The method according to claim 1, which further comprises supplying a chat channel between clients using the virtualimaginary store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

9. (previously presented) The method according to claim 8, wherein in said supplying data resulting in purchase of the product is cut out from the chat log between the clients and is collected on selling of the product.

10. (previously presented) The method according to claim 9, wherein in the case that said data resulting in the purchase of the product is cut out in the supplying, a reward or a privilege is supplied to the client supplying the cut-out data.

11. (currently amended) A method for using a virtualan imaginary store on a network, comprising:
displaying the virtualimaginary store on the network,
displaying character data in a chat with a salesperson in a chat channel supplied in response to selection of a product object in said virtualimaginary store, and
selecting an attribute object of a corresponding product on the basis of designation of a key word extracted at a real time from character information of said chat currently underway and emphasizingreflecting the attribute object on an image of said product object.

12.   (currently amended) The method according to claim 11, wherein in said displaying, when the salesperson in the ~~imaginary~~ virtual store is selected, a chat with the selected salesperson is made, and when the product is selected, a chat with a salesperson in charge is made.

13.   (currently amended) The method according to claim 11, wherein said selecting is displaying plural attributes that can be selected for~~from~~ said product ~~attribute object~~ and emphasizing~~reflecting~~ an attribute selected from said plural attributes on an image of said product ~~object~~.

14.   (currently amended) The method according to claim 13~~11~~, wherein said selecting is displaying plural colors, plural shapes and plural display positions as the plural attributes that can be selected for~~from~~ said product ~~attribute object~~ and emphasizing~~reflecting~~ a specific attribute selected from said plural attributes on an image of said product ~~object~~.

15.   (currently amended) The method according to claim 11, which further comprises receiving an advertisement corresponding to a key word extracted from a log of the chat recorded in said virtual~~imaginary~~ store.

16.   (currently amended) The method according to claim 11, which further comprises using a chat channel supplied by the virtual~~imaginary~~ store to have a chat with another client.

17.   (currently amended) The method according to claim 16, wherein in said using, received is a reward or a privilege supplied in the case that data resulting in purchase of the product from the chat log between the clients recorded in the virtual~~imaginary~~ store is cut out.

18.   (currently amended) A computer-readable recording medium for controlling a server computer, wherein a program for managing an virtaul~~imaginary~~ store on a network, which is carried out in the computer server, is stored, wherein said managing program comprising:
    displaying the virtual~~imaginary~~ store in response to client's request,
    setting a chat channel between a salesperson and the client in response to selection of a product ~~object~~ by the client in said virtaul~~imaginary~~ store, and displaying character data in a chat that they have, and
    selecting an attribute ~~object~~ of a corresponding product on the basis of a key word

extracted at a real time from character information of said chat currently underway and emphasizingreflecting the attribute object on an image of said product object.

19.   (previously presented) The recording medium according to claim 18, which further comprises recording a log of the chat between said client and the salesperson and then analyzing the recorded chat log to perform marketing.

20.   (currently amended) The recording medium according to claim 18, which further comprises supplying a chat channel between clients using the virtaulimaginary store, recording a log of chats, and then analyzing the recorded chat log to perform marketing.

21.   (previously presented) A method, comprising:
displaying a product selected by a user over a network;
establishing a chat with the user about the product over the network;
analyzing the chat for a key word associated with the product;
highlighting the keyword in the chat;
allowing the user to select the key word in the chat; and
emphasizingdisplaying a product attribute of the selected key word in the displayed product.

22.   (previously presented) A method, comprising:
analyzing a chat with athe user over a network for a key word about a product; and
displaying to the user an attribute of the product corresponding to the key word with emphasis.

23.   (new) A method, comprising:
displaying a product selected by a user over a network;
analyzing a chat with the user over the network for a key word about the product; and
emphasizing an attribute of the product corresponding to the key word in the displayed product.